



اَوْبُوْدَسِيْتِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Toast 'n' Spread Blueprint

Faculty: Faculty of Applied Sciences

Program: Degree in Chemistry and management

Program Code: AS222

Course Code: ENT 600

Semester: 3

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Submission date: 17th July 2020

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1.0 EXECUTIVE SUMMARY

Our company EzyLife Sdn Bhd always produce a product that will make your everyday life easier. We have come up with a new product which is an innovated toaster that can toast and spread fillings on bread or waffles at once. It is called Toast 'n' Spread machine. We produce this product because normally people would choose bread over something else as their breakfast or snacks since it will make them full for a longer time. Nowadays, there are many people skipped their breakfast or cannot enjoy a proper meal even its just a slice of bread due to their busy schedules and routine. To them it takes a lot of time to switch on the toaster, open the jar of a jam or butter and spread it on breads. The hassleness of these things make them skipped their breakfast which is not good for their health. As we all know breakfast is an important meal of the day. This Toast 'n' Spread machine can solve these problems. They can enjoy toasted bread or waffles with fillings just by a few clicks on their phone without taking much of their time. Next, our target market will be focusing on working people, family especially urban area which is in Kuala Lumpur that are busy but want to have a decent meal for their family and a time conscious person who wants to save time. We also target offices and company, they can place this machine in the pantry, so their employees can have a healthy meal or snacks if they are hungry. Based on the specification of this product, the price is considered reasonable which is RM 140. The management team of our company are divided into several section and each section were led by experienced and professional employee to ensure our company's product and efficiency.

2.0 Product Description

2.1 Details of the product

The product of our company EzyLife Sdn Bhd is a Toast 'n' Spread machine. It is an automated bread toaster and spreader. You can toast your favourite bread and spread fillings at one time. It has a Bluetooth enabled system to set your desired toast level and amount of spread on the bread. Just set everything on your phone and you are done. Actually, there are many toasters in the market nowadays but the uniqueness of our product is it can toast and spread breads all in one machine. Besides that, this Bluetooth enabled machine is controlled by a companion smartphone app to offer personalized settings for the perfect slice. You can set desired toast level and amount of spread on the bread. Once you have dialled in your preferences, the app remembers how you like it. This product features are convenient for its user. This product targets busy people and family with busy schedule and need a healthy and quick breakfast, time-conscious person who wants to minimize time in everything they do and offices. They can place it in the pantry for their employees. With this machine, customer can get more value from their purchase. They don't have to do it manually anymore. Besides saving time, it is also fun to use because the amount of spreads on bread can be adjusted according to your preference and you can choose either you want one type of fillings or two types. The material used for this product is also high in quality, to deliver the best experience to our customer. This toast 'n' spread machine has a metallic painted finish which is a trend now. Customer will fall in love with the sophisticated design and timeless style of this machine. It comes with a retro, classic and modern colour that is constructed from a stainless steel material to avoid rusting. So this product can solve their problem and save their time and energy.

2.2 The application of product

The key point that make Toast 'n' spread unique from others is because the way it works and functions. Unlike other toaster, this product is toaster and spreader combined together that will result in a perfect meal. This machine has three parts which is the toaster part, spreader part and bread out. The center of this machine is a storage part for its fillings and it is refillable meanwhile at the front part is where the toaster is located. Inside the middle part of the storage it has a churner that can rotate 180°. It functions to churn the filling to avoid any chunks and ensuring smooth spreads on top of the bread or waffle. This machine also comes with a conveyor belt to facilitate the movement of bread from toaster part and spreader section. Before placing the bread or waffles on the conveyor belt. Customer need to set up their preferences on their phone. Since this machine is controlled by a companion smartphone app. They need to set the desired level of toast, how many types of fillings they want on their bread and level of thickness of spreads on the bread. They don't have to set this everytime they want to use it. They just have to set it once, then the app will always remember how they like it. The next time customer wanted to use this machine, they can just switch on the power button and the machine will function like wonders. After the bread is toasted, it will straightly go to the spreading part. The spreader part has two bread fillings compartment which you can choose either you want one type of fillings or two types, then you can opt for the thickness of fillings that you want. It has three levels which is thin, medium and thick. The bread spreader is located at the bottom of the fillings compartment. Lastly the bread will be drawn out from the back of the machine which will be assisted by the conveyor belt. Consumer can easily refill the fillings in the compartment provided when the machine is out of bread fillings.